

## **Annotation**

This thesis named „Media Representation of the Scout Movement in Czech Internet Media iDNES.cz and Novinky.cz“ focuses on the way Scouting is pictured in these two popular types of Czech media. The aim of the work is to analyse certain titles to find out how Scouting is presented as an organisation. The work is divided into three main parts – theoretical resource, methodological and analytical parts. The first chapter interprets technical terms mainly connected with the representation of reality or construction of reality. Furthermore, the chapter offers a brief interpretation of history and the current state of Czech Scouting. The second methodological part contains a description of the methods applied and shortly characterises certain titles. Finally, the last part describes particular forms of presentation of the Scout movement in certain media. The problematic is handled with three set research questions. By means of qualitative analyses, the work thoroughly describes the presentation of the Scout movement by certain media.